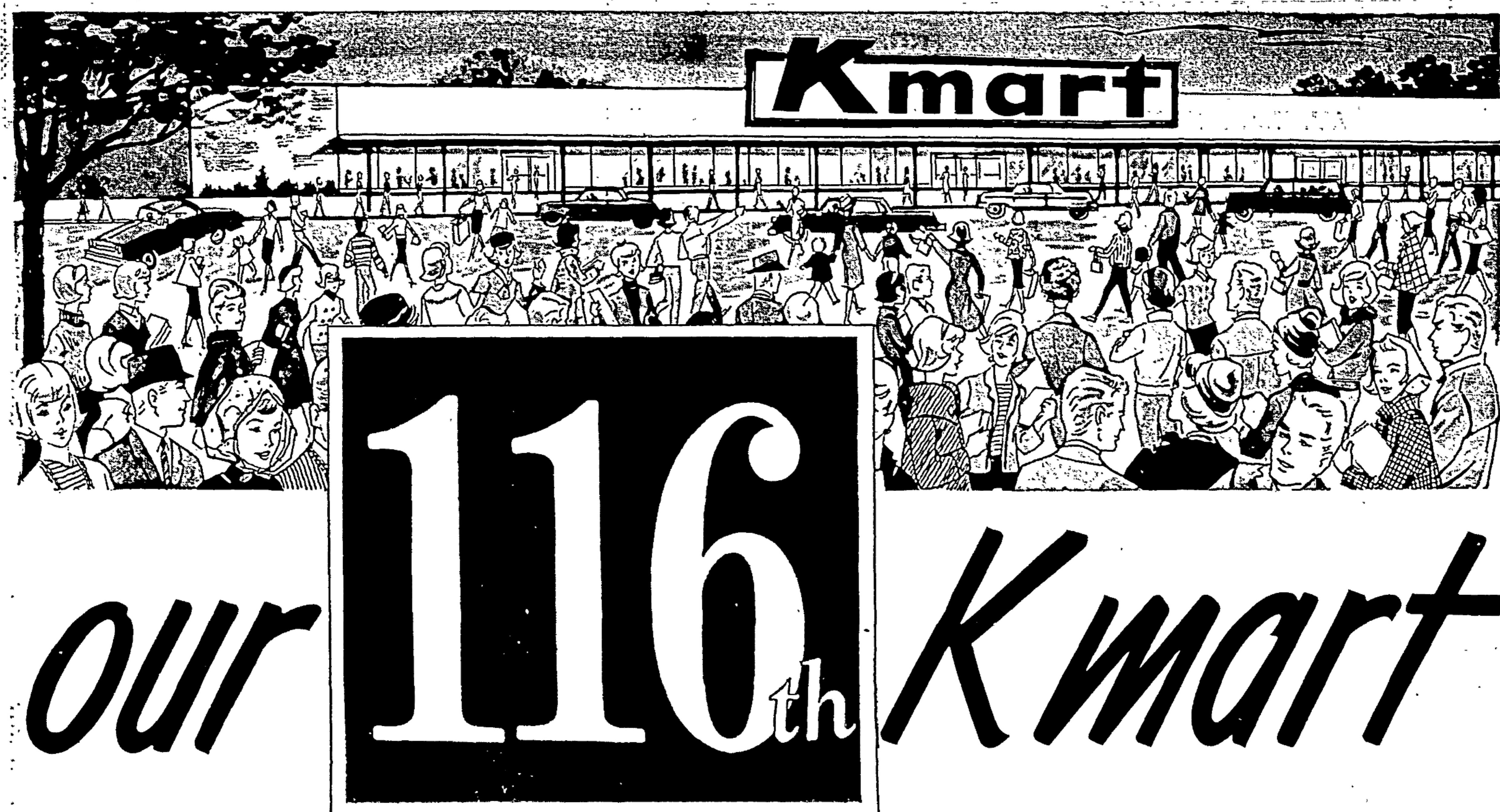


# OPENS THURSDAY AT 5051 FEDERAL BLVD., K MART PLAZA Joining Our Present Store at 7325 Colfax in Lakewood



On October 28th we opened our 109th K mart at 7325 Colfax in Lakewood. Since then we have opened other K marts in North Carolina, Texas, Virginia, Pennsylvania, Michigan and Florida. Now the 116th K mart opens Thursday at 5051 Federal Blvd. here in Denver. Approximately forty more K marts will open within the next year.

**THIS NATIONWIDE ACCEPTANCE OF K MART CAME ABOUT BECAUSE OF—**

**Confidence in K mart's LOW PRICES**

We don't charge high prices for unadvertised items to offset low profits on advertised specials. We set all our prices low and keep them low day after day. Unless you are a regular K mart shopper you will be paying higher than K mart prices. Families that shop regularly at K mart save hundreds of dollars every year. There are no "memberships" to buy, no "gimmicks," no "tricks." If you like to "Charge-It," K mart offers a convenient credit plan. You pay nothing down and make only small monthly payments. Start saving Thursday, the day K mart opens.

**Confidence in K mart's QUALITY**

At K mart you find low prices on the nation's finest quality products from RCA, General Electric, Bell & Howell, Kodak, Remington, Goff, Morse, Helene Curtis, Spalding, Kroydon, Black & Decker, Stanley, Hoover, Universal, Procter & Gamble—names so meaningful because you have confidence in the products they identify. Good quality is a "must" in every department at K mart! There are no seconds or irregulars.

**Confidence in K mart's MONEY-BACK GUARANTEE**

You shop with confidence at K mart because satisfaction is guaranteed or your money will be refunded. The S. S. Kresge Company, of which K mart is a division, has been serving the public for 66 years and today has over 900 Kresge, K mart and Jupiter stores in the United States, Canada and Puerto Rico. Complete customer satisfaction is K mart's most important policy. Shopping at K mart is a wonderful new experience.

See Our Grand Opening Announcement Wednesday—Go K marting Thursday....and Save!

**K MART DISCOUNT DEPARTMENT STORE AND FOOD MARKET**

A division of S. S. Kresge Company with stores throughout United States, Canada and Puerto Rico